Carlos Ceron

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Summary

Junior Data Scientist with 2 years of experience executing data-driven solutions to complex business problems. Well-versed in spreadsheets, statistics, machine learning techniques and visualization. Looking for opportunities to Data Science in the Chemical Engineering Industry.

SKILLS

- **Python for Machine Learning**
- **Data Science and Visualization**
- **Statistical Methods for decision making**
- **DBMS (MySQL)**
- **Tableau**
- **Excel**
- **Chemical Engineering**

Professional Summary

Crediclub – *Data Scientist / ML Engineer. Current Job*

- Build & Deploy ML services for decision making, giving support to all business areas and designing solutions for each financial product
- ML Engineering on MS Azure Cloud Services
- Build ML models to approve credit, model risk and select clients for cross-selling opportunities

Key Skills: ML Engineering, Data Science, Cloud Computing

Academic Projects

E-news

- This project used statistical analysis, a/b testing, and visualization to decide whether the new landing page of an online news is effective enough to gather new subscribers or not.
- Explored metrics such as converted status and time spent on the page that will help to conclude the effectiveness of the new landing page.

Key Skills: Hypothesis Testing, a/b testing, Data Visualization, Statistical Inference.

City Bank Project

- Used ML techniques on Python to predict the defaulters from a reputed bank dataset using little of data cleaning by merging multiple datasets, treating missing values followed by training the model on a sufficiently large number of observations.

Key Skills: Logistic Regression, Random Forest, Naïve Bayes, Decision Tree

ReCell

- The used and refurbished device market has grown considerably over the past decade, forecasts predict that the market would be worth $52.7bn by 2023 with a compound annual growth rate (CAGR) of 13.6% from 2018 to 2023.
- Developed a ML-based solution to develop a dynamic pricing strategy for used and refurbished devices. Identify factors that significantly influence the price.

Key Skills: EDA, Linear Regression, Linear Regression assumptions, Business insights and recommendations

2021-09 Tigre Bot

- Development of a virtual assistant to disseminate programmable messages to 200k UANL students through the most used social networks such as WhatsApp, Facebook and Instagram. Based on PY and AWS, it is a web solution where the UANL user registers the dates of the announcements and the database of students for whom it is directed.

Key Skills: Front and Back End development, AWS, API Integration, Twilio

2019-2022 Applied Chemical Engineering Laboratory

- Development of sustainable Zn/Cu, Mn/Cu batteries with solid electrolyte used as power source for UANL's Chem-E-Car, the cell electro-chemistry is optimized to deliver a stable discharge of current in order to guarantee constant velocity of an electric motor. The solid electrolyte is an algae based support electrolyte with increased conductivity and reduced enviromental impact when compared to liquid electrolytes

Key Skills: Chemical Engineering, Electro-chemistry, Experimental Desing, Research & Development

AWARDS

- 1st place Chem-E-Car 2022
- 1st place Chem-E-Car 2020
- 3rd place Chem-E-Car 2019 & 1st Place Poster
- Elected AIChE Student President for UANL Student Chapter
- 1st Generation Chem-E-Car & Student Chapter Founder
- Founded the AIChE at UANL Student Chapter

EDUCATION

University of Chicago: Professional Education - *Fintech. Becas Santander Tech | Digital Business*

University of Texas at Austin: McCombs School of Business, TX - *Post Graduate Program in Data Science and Business Analytics*

Universidad Autónoma D Nuevo León, NL - *Chemical Engineering*